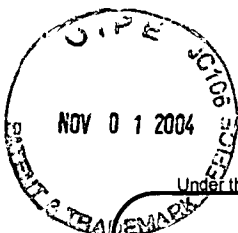


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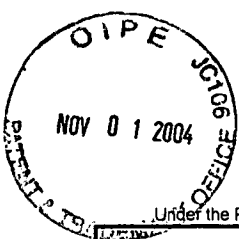
<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10790,330	
	Filing Date	1 MAR 2004	
	First Named Inventor	König	
	Art Unit	<del>2044</del> 4157	
	Examiner Name	<del>XXXXXXXXXX</del> James R. Marandi	
Total Number of Pages in This Submission	27	Attorney Docket Number	HMM-100

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<div>Remarks Cited References (23 pgs.) Certificate of Mailing Return Postcard</div>		
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Typed or printed name	Patti Hespell		
Signature		Date	10/29/04

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1. Transmittal (1 pg.)
2. Information Disclosure Statement (3 pgs.)
3. PTO SB/08B (1 pg.)
4. Cited References (23 pgs.)
5. Return Postcard

Signature

PATTI HESPELL

Typed or printed name of person signing Certificate

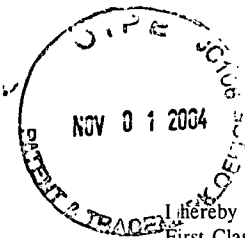
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## CERTIFICATE OF MAIL(37 CFR 1.8)

PATENT

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Date: October 29, 2004

*Patti Hespell*  
Patti Hespell

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/790,330	FILING DATE 1 March 2004	FIRST NAMED INVENTOR KÖNIG	ATTY. DKT. NO. HMM-100
TITLE METHOD AND SYSTEM FOR ADVERTISEMENT DETECTION AND SUBSTITUTION		ART UNIT <del>2011</del> 4157	EXAMINER <del>UNKNOWN</del> James R. Marandi

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form SB/08B for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /JM/

Attached hereto is Form PTO-SB/08B listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner.

The relevance of each non-English document will be discussed as follows:

**REMARKS:**

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

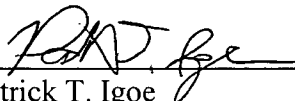
**CERTIFICATION**

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

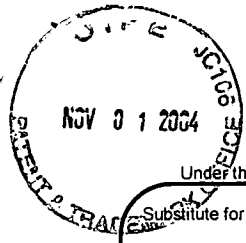
- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,

  
\_\_\_\_\_  
Patrick T. Igoe  
Reg. No. 55,292

Date: 10/29/2004

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Substitute for form 1449/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

## Complete if Known

Application Number	10/790,330
Filing Date	1 March 2004
First Named Inventor	König, Richard
Art Unit	2644 4157
Examiner Name	UNKNOWN James Marandi
Attorney Docket Number	HMM-100

Sheet 1 of 1

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
/JM/	CF	G. M. LANDAU and U. VISHKIN. Pattern matching in a digitized image. Algorithmica, 12(3/4):375-408, 1994.	
/JM/	CG	GREG PASS, RAMIN ZABIH, JUSTIN MILLER: Comparing Images Using Color Coherence Vectors. ACM Multimedia 1996: 65-73.	

Examiner Signature	/James R. Marandi/	Date Considered	1/23/08
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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